

LAMPIRAN 4

REGRESI

```
NEW FILE.  
DATASET NAME DataSet1 WINDOW=FRONT.  
REGRESSION  
  /MISSING LISTWISE  
  /STATISTICS COEFF OUTS R ANOVA  
  /CRITERIA=PIN(.05) POUT(.10)  
  /NOORIGIN  
  /DEPENDENT KeputusanPembelian  
  /METHOD=ENTER KualitasProduk Harga CitraMerek.
```

Regression

Notes		
Output Created		29-JAN-2018 16:52:32
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT KeputusanPembelian /METHOD=ENTER KualitasProduk Harga CitraMerek.	
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.06
	Memory Required	1948 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CitraMerek, KualitasProduk, Harga ^b	.	Enter

a. Dependent Variable: KeputusanPembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624 ^a	.390	.371	1.87663

a. Predictors: (Constant), CitraMerek, KualitasProduk, Harga

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	215.873	3	71.958	20.432	.000 ^b
	Residual	338.087	96	3.522		
	Total	553.960	99			

a. Dependent Variable: KeputusanPembelian

b. Predictors: (Constant), CitraMerek, KualitasProduk, Harga

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.189	2.008		2.584	.011
	KualitasProduk	.092	.047	.157	1.930	.057
	Harga	.227	.064	.333	3.546	.001
	CitraMerek	.333	.094	.329	3.552	.001

a. Dependent Variable: KeputusanPembelian